

Social media usage among rally fans

Case: Neste Rally Finland

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<p>Abstract</p> <p>The main objective of the thesis was to study the social media usage of rally fans to optimize social media communication. The thesis was assigned by AKK Sports Ltd, which operates as the marketing company of Neste Rally Finland event.</p> <p>The research was conducted by using quantitative research method, which purpose was to clarify the target group's social media usage in general and also around the context of Neste Rally Finland. The research data was gathered with an electronic questionnaire, which was submitted to the respondents via email newsletter. A total amount of 422 people responded to the study.</p> <p>Theoretical framework was constructed around the topics of social media, sports marketing, consumer behavior and strategic social media marketing communication. The features of social media were examined both in general and also through the characteristics of different social media platforms.</p> <p>The results show that a majority of the respondents use social media in general on a daily basis. The most popular social media sites of Neste Rally Finland among the respondents were Facebook and YouTube. The level of fandom had an impact on Neste Rally Finland's social media follower numbers.</p> <p>By using the results gathered, the social media communication and marketing of Neste Rally Finland can be improved to be more efficient and more serving to the target groups in question. Due to the ever-changing nature of social media, explanatory studies on social media usage and behavior should be conducted also in the future, in order to provide reliable and relevant research results.</p>		
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Tiivistelmä <p>Opinnäytetyön tavoitteena oli tutkia rallifanien sosiaalisen median käyttöä sosiaalisen median viestinnän optimoimiseksi. Työn toimeksiantajana toimi AKK Sports Oy, joka toimii Neste Ralli -tapahtuman markkinointiyhtiönä.</p> <p>Tutkimus toteutettiin kvantitatiivisen tutkimuksen avulla, jonka tarkoituksena oli selvittää kohderyhmän sosiaalisen median käyttöä yleisesti sekä Neste Ralliin liittyvän kontekstin ympärillä. Aineisto kerättiin sähköisen kyselylomakkeen avulla, joka lähetettiin vastaajille sähköpostilla toimitettavan uutiskirjeen välityksellä. Tutkimukseen vastasi yhteensä 422 henkilöä.</p> <p>Teoreettinen viitekehys rakennettiin sosiaalisen median, urheilumarkkinoinnin, kuluttajakäyttäytymisen sekä sosiaalisen median strategisen markkinointiviestinnän avulla. Sosiaalisen median ominaisuuksia tarkasteltiin sekä yleisesti että eri alustoille tunnusomaisten piirteiden kautta.</p> <p>Tulokset osoittavat, että suurin osa vastanneista käyttää yleisesti sosiaalista mediaa päivittäin. Suosituimmat Neste Rallin sosiaalisen median kanavat vastaajien keskuudessa olivat Facebook sekä YouTube. Faniuden asteella oli vaikutusta Neste Rallin sosiaalisen median seuraajien määrään.</p> <p>Tutkimustulosten avulla Neste Rallin sosiaalisen median viestintää ja markkinointia voidaan kehittää tehokkaammaksi ja kohderyhmiä paremmin palveleviksi. Sosiaalisen median alati muuttuvan luonteen takia sosiaalisen median käyttöä ja käyttäytymistä selvittäviä tutkimuksia tulisi toteuttaa myös jatkossa luotettavien ja relevanttien tuloksien takaamiseksi.</p>		
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1 Introduction

The thesis studies, how a sport marketing company can improve and enhance social media marketing in order to attract their target groups effectively. The thesis concentrates on examining which social media platforms target groups use and what content attracts them the most in which context. The assignor of the thesis, AKK Sports Ltd, can further use the collected research data to evaluate the effectiveness of each communication channel, and also optimize their marketing actions better to reflect users' needs. Since there has not been conducted a similar study on social media usage before, the importance of the subject is emphasized.

The objective of the thesis is to provide relevant research data of the focus group in question. In order to study rally fans in specific, the questionnaire was submitted to a fan base through a fan newsletter called Sisäpiiri. In the thesis, the members of the Sisäpiiri newsletter are mentioned as fans. By using the newsletter, the results consist information from people that are highly engaged and devoted to rally and Neste Rally Finland in particular. This segmentation is essential in order to provide data that contributes to the research problem in question.

The subject of the thesis is utmost prevailing, as the assignor puts great value on social media marketing and interactive social communication. To support this statement, the thesis concentrates on studying those social media platforms that are also used by the assignor. As a result, the individual optimization of each social media platform can be strengthened to apply the needs and wants of the consumer. In addition, the aim is also to evaluate if there is differences between social media platforms' effectiveness. The results of the study can be applied also in other projects and brands that AKK Sports Ltd is managing, as the customer bases resemble one another.

The aim of the thesis is to refine researcher's ability to apply the gathered expertise and knowledge into practice use in professional framework. In order to reach systematic and methodical research standards, thesis' theoretical framework cumulate both already acquired and freshly gathered information together. The scope of the framework focuses on examining both social media and sports marketing as different

units, but also as compatible components. The outline of the thesis is consisted of five different elements; research methodology, theoretical framework, results, conclusions and discussion.

AKK Sports Ltd

AKK Sports Ltd is a marketing company, fully owned by its parent organization, Finland's national sporting authority AKK Motorsport ry. AKK Sports Ltd promote motorsports status and visibility both nationally and internationally. In addition to producing and organizing the world-renowned rally event Neste Rally Finland, AKK Sports organize other significant, national motorsports projects, such as Finnish Rally Championship and Finnish Rallycross Championship. (AKK - AKK Sports Oy.)

The annual event of Neste Rally Finland (NRF) is based in Central Finland with its central venue located in Jyväskylä. NRF is a traditional part of the World Rally Championship tour (WRC), and it is one of the biggest spectator events in Nordic countries. The 2016 NRF event is hosted for the 66th year running. (MM-tason vauhtielämyksiä.)

The event has changed and become multidimensional over the course of its history, and it can be now defined as an event that extends beyond sports. The Rally Headquarters, located in the center of Jyväskylä, offers a diverse range of different activities and services including music, restaurants and other entertainment for the whole family to enjoy. The event gathers lots of different groups and customer segments together by offering diverse, quality services. The nature of the event is embodied in the event slogan: "More than a rally." (MM-tason vauhtielämyksiä.)

2 Research methodology

The purpose of the next chapter of the thesis is to disclose how the research was implemented. First, the chapter discusses the confined research topic, research problem and also the research questions derived from the problem. Further, the chapter explains which research methods were used and how the research was implemented.

The research was confined to study social media as a marketing platform and its factors in the distinctive nature of sports business environment. The main emphasis was to examine the special characteristics of both social media and sports environments, and clarify how these environments are integrated together.

2.1 Research problem and method

Since AKK Sports Ltd has not conducted a research study on their fan bases' social media usage, the purpose was to conduct a research that acts as a ground study for the status quo and also as a parallel for future researches. By examining the topic discussed, the assignor can use the data as a supportive factor in their marketing management and marketing communication strategy.

First, to start a quantitative study, or any study, the right research method should be determined. The method is dependent on the phenomenon studied. If the phenomenon, or topic, is something that is already known, quantitative study tries to examine which factors affect on the phenomenon. Vice versa, if the phenomenon, or topic, is something that is unknown, qualitative study tries to clarify what the phenomenon is. Some studies can even involve both quantitative and qualitative methods. In this thesis, quantitative research method was selected, as the topic was already established in the marketing environment. (Kananen 2011a, 12; Kananen 2011b, 130-131.)

The research problem was first set up broad, because there was some uncertainty on what angle the research was going to take. After exploring existing theories and studies, a mutual agreement with the assignor was found and the research problem was formatted as follows:

How rally fans use social media and what do they use it for?

The research questions are derived from the research problem and they take into account the needs of the assignor. As in the nature of a quantitative study, the research questions are explanatory. The research questions in this thesis are:

What different social medias rally fans use?

How rally fans consume social media?

What Neste Rally Finland's social media pages rally fans follow?

Quantitative study is a process that follows obediently certain steps. The research process does not give a lot of room for own interpretations as the methodology conducts and defines all steps of the process. The main object is to find results that can be further generalized for a larger audience. This generalization is formulated by taking sample groups (samples) out of a larger group of the same homogeneous setting (population). In order to minimize the risk of having results that can be misinterpreted, the sample should reflect the main population the best way as possible. This is an important phase of a quantitative study, as it sets the basis for the remaining stages of the process. (Kananen 2011a, 20-22.)

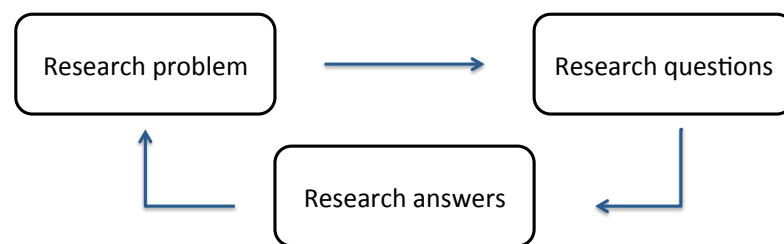


Figure 1. Frame of the thesis, adapted from Kananen (2011a, 24.)

Franses and Paap (2001) argue that companies benefit from quantitative studies in three different ways. A quantitative model describes the phenomenon in question, forecasts future trends and helps in decision-making processes. It is essential that the model used fits the data well - if the model is used in a wrong environment, the results are prone to be biased and faltering. (11-12.)

Quantitative study is all about measures and measuring, as examining and comparing numbers is at the core of its interpretation process. First, to start measuring, every phenomenon is given a certain construction. Every construct must be identified from one another - after all, all questions are not measuring the same subject. (Kananen 2014, 136.)

Constructs cannot be measured as such, but by using indicators. They are factors that address, which constructs are and can be measured in which given time. Although indicators may differ depending on the situation, they have to be easily perceivable in order measure the defined problem properly. The indicators are further derived into variables and measures. Variables are the equivalent of "what" in quantitative research. (Kananen 2014, 136-137.)

To make questions functional, variables are quantified by using different measures. The clarification of these measures is important, as they affect highly on how the questions can be analyzed. To make cross-referencing and comparing easy, measures should always be directly affiliated to the variable in question. Matching variables require matching measures. For example, when measuring gender, it is convenient to use "female" and "male" as alternative measures, but these same measures do not apply when examining wealth. (Kananen 2014, 136-138.)

The research questions have many different shapes and forms. In a quantitative study the questions tend to be structured, meaning that the answer options are already specified. This leaves little or no room for the respondent to make own interpretations of the answering format. This means, that the questions must be clarified and understandable, so that the respondent knows what topic the question concerns. Further, in order to fully understand the question, the respondent must have required some background information of the topic. In practice this means, that the flow of the questionnaire should not start from advanced questions, but rather from questions that are easy to approach. (Kananen 2014, 142-143.)

In addition to structured questions, the questionnaire can have open, unstructured questions. In this case, the answers tend to be versatile as the respondents are given the opportunity to express their views openly. This allows the researcher to gather deep insight information, but it also takes more time and effort to analyze. This supports the fact, that unstructured questions are more qualitative in feel. (Kananen 2014, 145-147.)

Research implementation

The research process was initiated at the end of year 2015, by first determining the research topic in collaboration with the assignor. The thesis' supervisor then ap-

proved the research topic and the theoretical framework was formulated supporting the topic in question. Research questions were derived from the research problem, and the research was implemented by using a questionnaire. Quantitative study uses questionnaires in the research collecting process. They are suitable for gathering information from large quantities of people as they support in the statistic analysis process.

In the thesis, the questionnaires were submitted to the population via email-newsletter. The link to the questionnaire was attached to the newsletter with a short preface, which introduced the research topic and the main objectives of the research. The research data was gathered and analyzed with an external data collecting and analysis tool Webropol.

The benefits of an online-based research are distinct: it does not bound respondents into a certain geographical location and it gives the respondents an opportunity to answer the questions on any given time of the day. Also, online researches tend to be not as time consuming when compared to phone or mail surveys, and they are also more cost effective. However, there are some disadvantages that should be taken into consideration. These are, that the response rates tend to be lower and the sample used might not be as representative. In addition, not everyone has an Internet connection. Therefore, reliability of the research should be highlighted and assessed carefully. (Kananen 2014, 156-158.)

The questionnaire was formatted with Webropol (data analysis and survey tool) and the research questions were designed in cooperation with the assignor. After a basic structure was designed, the questionnaire was revamped according to the comments given by both the assignor and the thesis' supervisor. The questionnaire had total of 27 questions. Seven of the questions were mandatory.

After a pilot survey, the final questionnaire was sent to the Sisäpiiri newsletter community, which consisted of 4382 contacts. The email reached successfully 4206 contacts, meaning that some of the contact information was incorrect. The research gathered a total amount of 422 responses. The survey was sent via email 24.3.2016, and the survey link was closed in 4.4.2016.

Calculating online surveys response rate can be challenging. There are lots of ways on how to calculate online research's response rate - this is due to the fact that there are lots of risk factors, which can decrease the actual response rate. In the thesis, the response rate can be calculated in three different ways:

- Response rate = (responses x 100/sent emails)
- Response rate= (responses x 100/successfully reached emails)
- Response rate= (responses x 100/emails opened)

In online surveys, the response rates are most often placed between 10 to 15 per cent. (Kananen 2014, 207-208.)

In the thesis, the total response rate was 10 %. This number was derived from the form: responses x 100/successfully reached emails $422 \times 100/4206=10,03$).

2.2 Validity and reliability

The aim of any study is to collect data that is truthful and reliable. Quantitative study uses reliability and validity as methods to evaluate researches trustworthiness. They evaluate the same topic but from different perspectives. Briefly, validity examines how accurate and valid the research questions are in accordance to the research problem and reliability measures how stabile and generalized the results are. (Kananen 2011a, 118.)

Validity

Validity assesses on whether the questions used are measuring the right topics. In most cases, there is an uncertainty on how certain topics should be measured. Some topics cannot be measured directly and therefore it is needed to create questions that can measure the topic indirectly. These kinds of variables tend to be concepts that are intangible and abstract. Therefore it is highlighted to create valid questions that can measure the topic in question in the most accurate and comprehensible way. Validity is an important factor when developing the right research questions. Although the research topics might be the same, the questions used define how the topics are and can be interpreted. (Muijs 2004, 65.)

Validity can be divided into two different categories: internal and external validity. Internal validity measures causation between factors - therefore, it is important to evaluate the measures used thoroughly, so that they fit the right context in the best possible way. Additionally, external validity is used to evaluate, how the results can be generalized. (Kananen 2011a 121-122.)

There are three different angles on measuring external validity. These angles are: content validity, criterion validity and construct validity. In order to maximize content validity of variables and measures, an extensive theoretical review is necessary. In other words, examining a topic without a comprehensive theoretical inspection is all but valid. The better the subject is known, the easier it is to formulate questions and instruments to suit the research problem and the context discussed. Like content validity, criterion validity also is highly pertinent to theory. It is used to predict research outcomes and other factors that are expected to occur in accordance to the theory used. (Muijs 2004, 66-67.)

Construct validity too, is closely attached to theoretical assessment. Construct validity examines singular concepts instead of broader constructs. The main objective is to confine the measures in a way that other unknown factors will not affect the results. Although validity can be divided into separate segments, it must be remembered, that they should be examined as a one multidimensional entity, which is greater than the sum of its parts. (Muijs 2004, 68-70.)

Reliability

Reliability measurement appears in quantitative studies in two different forms: repeated measurement (stability) and internal consistency (consistency). Reliability, conceptualized in quantitative research, denotes the constancy of the research results. This means, that if a research is reliable, the measures used will cause results that are alike, regardless of the instance. Although, it must be taken into account, that high reliability does not guarantee validity. (Muijs 2004, 72.)

Stability measures how constant the instruments used are in a stretch of time. To increase research's stability, the research should be conducted to the same respondents sequentially over time. Keeping this in mind, to decide when the actual retest should be conducted, can be challenging. If the interval between the actual test and

retest is too long, the respondents' opinions on the phenomenon might have changed permanently. On the other hand, if the interval is too short, the respondents' might remember their answers, which can resonate to biased results. In the case of the thesis, it is not practical to draw too much attention to stability, as there are no resources to conduct repeated studies. (Muijs 2004, 72-73.)

Consistency, on the other hand, examines how homogeneous the used instruments are when measuring a single construct. The measurement is based on using correlation as a research tool - if the consistency is high, then the examined indicators should produce same research results. The same test can also be done inversely. By using this "split half reliability" theory, the research is divided in half and the same research topic is examined from two different angles. (Kananen 2011a, 120-121; Muijs 2004, 73-74.)

Research's high reliability is a straight consequence of high validity. This being said, the resources should be concentrated in making the questions as unambiguous and clear as possible. Thus, the ensuring of high validity, and further high reliability becomes far more effortless.

3 Social media

The next chapter of the study examines the definition, history and characteristics of social media. The chapter introduces how social media appears in different forms while concentrating on those applications and social media channels that are used by the assignor of the thesis, Neste Rally Finland.

3.1 The definition and special characteristics of social media

First, to address how social media works, the definition of the whole subject must be explained. Some English dictionaries define social media as follows:

"Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)." (Merriam-Webster.)

"Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone." (Cambridge Dictionaries.)

The outline of all definitions narrows down to one simple fact: social media is just another tool for people to communicate and connect with each other. Being social is something that is instinctual to humans, and media is just a tool to make these social connections. It goes without saying that the development of social media and the Internet go hand in hand. Due to the emergence of Web 2.0 technologies in the early 21st century, people were able to utilize the Internet's features in a more social matter. The social media platforms allow people to interact online on an individual and communal level, but most importantly, on more social level than ever before. (Safko 2012, 4; van Dijck 2013, 4-5.)

Now, when Internet connections are more common and the number of mobile devices has increased, social media is ever more present in our daily lives. For example, in Finland, 68 per cent of people aged 16 to 89, use the Internet multiple times a day. 62 per cent of this same group uses the Internet by mobile phone, outside home or work (Internetin käyttö mobiilia, laitteet henkilökohtaisia 2015). The rapid development of Web 2.0 solutions and infrastructure also affects on how the global number of both Internet and social media users has grown. From January 2015 to January 2016, the global number of active social media users has increased by 10 per cent. At this same time frame, the number of mobile social media users has increased by 17 per cent. (Chaffey 2016.)

Social media is one by-product of the Internet, but to say that the sheer invention of the World Wide Web made it happen, is false. Until the formation of social media, the Internet was more of a generic tool for one-way communication, instead of an interactive networking platform. When the Web 2.0 technologies were implemented into a real, functional infrastructure, users were able to participate in different online environments. By programming these environments for a specific objective, they could be identified as different media platforms. Further, by offering different applications and services within these platforms, the users were able to customize them into their own preferences. The result is a unified networking platform, which offers countless dynamic, ever changing services, which response to users' needs and own-

ers' objectives while also reacting to the prevalent socio-economic infrastructure and technological development. (van Dijk 2013, 5-8.)

Although it might seem that all social medias appear the same, it is important to recognize that they can be divided into different groups, depending on their individual characteristics. The myriad of social media platforms can be roughly divided into four major sections. A significant type of social media is called social network sites (SNSs). These sites allow users to build a profile within a defined system to promote interpersonal contacts with other individuals or groups they may, or may not know. Facebook is one example of SNS. (Boyd & Ellison 2008, 211; van Dijk 2013, 8.)

A second, also highly prominent form of social media concerns platforms for user-generated content (UGC). These sites are designed for users to promote the exchange of any type of amateur and professional content, in the forms of photos, videos, blogs, audio, advertisements etc. Good examples of UGCs are YouTube and Instagram. (van Dijk 2013 8-9.)

In addition to SNSs and UGCs, van Dijk (2013, 8-11) also two other types of social media: trading and marketing sites (TMSs), and play and game sites (PGS). Although social media can be identified with these different groups mentioned, it is important to remember that many social media platforms integrate these solutions with each other. Therefore, due to the multidimensional features of social media platforms, it can be sometimes hard to dissociate them from one another.

Social media has inarguably changed the role of media and communication (Elsner 2012, 21-22). The applications are user-driven, which results in user-generated content. Hence, the line between consumers and publishers of the content is diminishing. When the users themselves create the content of the whole media, the media-tors' role becomes less significant. Furthermore, the fact that social media allows for a democratic contribution by its users, makes it more meaningful. (Watson 2003, 95.)

Due to this democratic contribution, the old fashioned, one-way, top-down media consumption is replaced with something that is interactive, collaborative and always on the move. The contents shared and the platforms continuously change with the result, that the concept of social media is never finished. Also, when all people have the access to contribute in social media, the amount of information is astounding -

this means that people have to make choices on what they want to consume. Keeping this in mind, it is not a surprise why the importance of content quality is emphasized. (Mandiberg 2012, 13-15, 74.)

3.2 Characteristics of a social media consumer

As mentioned before, the triumphant emergence of social media has made a permanent change in the way consumers and companies communicate with each other. The interactive and collaborative nature of social media also signifies that the old-fashioned push marketing is lessening its ground in digital markets. As information is now occurring in many shapes and forms, it is more up to the consumers to determine what content they want to consume, create, share and comment on. This means that the consumers have more power on determining what content is considered successful and unsuccessful. The rate of successfulness is ruled on the count of likes, comments, tweets, shares and other promotional tools, which depend on the social media platform used. (Acker, Akkad, Gröne, Pötscher & Yazbek 2011, 3-4.)

Acker and colleagues (2011) also highlight that by using the great amount of information that is provided by digital technologies, consumers have more and more information about the products, services and prices that are provided, and more importantly, what the brand actually stands for. As a result of this pursuit for transparent communication, the line between what is private and public has become obscure. Thus, incoherent and even misleading communication should be avoided in order to create content with real value.

Value creation is, however, something that is not solely a product of social media. James Gilmore and Joseph Pine II (1998, 97-105) find, that the economy has changed from industrial to service-based economy, and further on into experience economy. The objective of experiential economy is to create two-way interaction in real-time. Every consumer can feel these experiences differently but they are designed in a way that the experience hits a broader, but also targeted audience. When there are lots of brands to choose from, differentiation becomes more important. This differentiation is essential when creating content that is not generic, but innovative and unique.

This brand identification is highlighted on social media, where social capital can be used as a leverage to create added value. Social capital is a positive effect, which is a result from the interaction between individuals in a social network. This added capital, or value, can be created through structural, relational and cognitive network ties. By utilizing social medias networks, social capital can improve both organizational and individual brands. (Bondarouk & Olivas-Lujan 2013, 45-47.)

Nguyen, Niininen, Singaraju, and Sullivan Mort (2016, 47-48) present, that social media platforms offer seven kinds of different functional capabilities: identity, conversations, sharing, presence, relationships, reputation and groups. These functions appear in most of social media platforms in diverse ways, and they are also emphasized differently, depending on the nature of the platform itself. By applying these functions, users are able to integrate their resources with each other and use them in an interactive and a collaborative way. Nguyen and colleagues also argue that the value created does not appear in the seven functional capabilities mentioned, but in the users, customers and companies, themselves. This being said, social media, and also other technologies are independent and self-controlling factors, which do not hold value in their essence. Value is created by the co-creation of different stakeholders: customers, companies, friends, family and other groups.

Social media sites provide many options of how users can interact with each other. Different platforms limit the target audience already as such, but whom are the users regarding as their target audience? After all, the audience determines how successful and meaningful the content is. The target audiences can be roughly divided into two categories - general and personal. The target audiences differ in what kind of content is being published. For example, a message targeted to a personal audience is likely to have a different approach on a subject when compared to more communal or professional target audiences. People have multiple imagined audiences, which vary on content being published. While a more generalized and abstract message can appeal to potentially broader and diverse audiences, a more targeted message can gain greater attraction and engagement. While the line between what is personal and what is public on social media is indefinite, correct targeting becomes more important. Therefore, it is vital to get the message through in the way it is intended in

order to avoid possible misunderstandings or even scandals. (Hargittai & Litt 2016, 2-3, 8-9.)

3.3 Differences of social media platforms

Facebook

Facebook, first introduced in 2004, is the market leader of all social media sites. The number of active Facebook users reached over 1,5 billion in January 2016 (Global social networks ranked by number of users 2016 2016). Facebook is assuredly one of the best examples of SNS. As most of the social medias, Facebook is also free to use. Its revenue model is based on advertisements, which also means that the platform is a treasure chest of user data for marketers. (Chaffey & Ellis-Chadwick 2012, 30-32.)

The core idea of Facebook is to create and control online communities. These communities can be divided by personal, professional, communal or by other interests. Thus, content can be shared with different groups with different privacy settings: e.g. personal information can be shared to friends and family, and advocate opinions publicly. The user can decide how private or public the content is separately for every post. Like any other social media site, Facebook lives on user-generated content, which it promotes by supporting different alternatives on how to get your message across (videos, photos, links, articles, audio). The interface also allows people to create events and play integrated online games. (Chaffey & Ellis-Chadwick 2012, 32, 36; Facebook Company Info 2016.)

One big advantage of Facebook in its pursuit for more users is its diversity. Facebook's strategic business acquisitions with brands like Instagram, Atlas and LiveRail allow the platform to reach users off network and beyond its native environment. This opens opportunities for exploiting user-data more efficiently - ad targeting becomes more diverse and meaningful content can be published across platforms. Diverse platforms offer more possibilities for both users and marketers, as they create new ad formats and constantly expanding applications. (Dempster, Lee & Williams 2015, 16-18; Facebook for Business.)

Motivations for people to use social media have been studied since the platform first emerged. Keeping up with people, virtual people watching, viewing photos, inter-

connectivity, social enhancement, the need to belong and the need for self-presentation are some factors that Weller (2015, 256-257) summarizes. As Facebook integrates more and more functions and technology within itself, it is ever more challenging to determine why people are using it. This being said, there is no one reason, for people using Facebook, and the determination changes as new contexts are introduced. Thus, keeping track of the rapidly changing digital environment and the newest trends becomes extremely important. (Weller 2015, 258-259.)

Facebook is basically a library of word-of-mouth information. This offers endless opportunities for brand spreading, but also challenges, as there are no regulations on what users can share. Users can integrate their brand experiences and further share them by making their own versions of the original brand message. Reynolds, Su and Sun (2015, 1775) explain the factors behind brand-consumer relationships in Facebook as follows: "Theoretically, media richness and self-disclosure are perceived as two critical determinants of communication quality and emotional connections between communicators."

A closer social presence and applying multiple media solutions can result in better communication, and further content quality. People sensor messages differently based on the way they are presented. Text, video and audio are processed differently in the human brain, and this is why people may react differently to different media. Combining many medias in one message can result in more positive results. It has also been observed that humor is an effective tool to gain more attraction. All in all, more conversational and open style of communicating tends to result in a more attractive content and therefore a stronger engagement. (Reynolds et al. 2015, 1777-1778, 1784-1785.)

Twitter

Twitter, also a SNS, is one of the biggest micro-blogging sites with its 320 million active users. The one factor that makes Twitter so distinctive when compared to other social media platforms is that updates (tweets) are limited to 140 characters. Most of these tweets are consisted of pure text-updates, but they can also contain other media sources, such as pictures, videos and links to other websites or publications. (Thomsett-Scott 2014, 147-148; Twitter Usage 2015.)

As also almost every other social media, Twitter also is free to use and this makes the platform very accessible. Also, the interface itself is very easy to be accustomed with, as it does not have so much of moving parts and application. This lack of complexity and the tweets' 140-character length, affects highly on the communication process itself. The language used is often more banal and the topics concerned are commonplace. Thus, tweeting is often referred to online texting (or SMS-messaging). The definition of Twitter being a micro-blogging site refers that, as other blogging, it allows users to express their thoughts on any given matter. The downside can be, whilst the publications are public, that messages can involve outburst or other incorrect content that might result to adversities. On the other hand, this explicitness makes communication genuine. (Gruenbaum 2015, 40-41.)

Twitter uses hashtags (#) to mark keywords or highlighted topics in a tweet. By using hashtags, the topics highlighted are easy to track and search from the endless ocean of information. These hashtags can be also used as an instrument to follow live-events and marketing campaigns. While the information can be clustered into smaller sections, the conversation can be highlighted into subjects that are relevant. Efficient use of hashtags relieves communication and can make marketing efforts more efficient and targeted. Further, understanding these factors can generate deeper engagement between the audience and the topic in question. Constant media monitoring and participation allows brands to understand consumers' habits and behavior in social media platforms. This is why marketers need to go and reach out the audience, in order to provide content that really matters to the consumer. (Belew 2014, 166-167.)

Twitter, while being a platform that supports mobile communication, is not attached to any time or place. In fact, 80 per cent of its active users are mobile (Twitter Usage 2015). Updates are posted frequently, and it is not unconventional to see multiple posts a day by an active user. As updates appear on Twitter much more frequently than on traditional news and broadcasts, it is usually the first source of news. The quantity of tweets cumulates even more around current topics and events. For example, Super Bowl XLVII generated over 25 million tweets during the broadcast. This volume of information flow is also the downside of Twitter. The value of a network can diminish as more people are connected to it. This means that when a user has

more or few Twitter users to follow, and people post messages several times a day, it is most probable that some of the messages will be left unseen. This leaves a problem for the user: what messages are worth to be seen? Keeping this in mind, it is critical to post tweets frequently, but strategically, so that there is a better chance for the message to stand out from the crowd. A full commitment of Twitter networking requires constant monitoring and engagement, and therefore it also demands time and effort. (Gruenbaum 2015, 46-47; Twitter: online buzz of U.S. sports events 2015 2016.)

Some messages always stand out from others, and these messages can be identified as trending topics. Trends include information, which are discussed the most at the social media platform in question. These trends offer a great opportunity to join in a relevant, real-time conversation and therefore, the messages have more media coverage. By joining these conversations, marketers can extend their message beyond their regular audience. To partake in these trending topics, some research must always be done about the topic itself - if the message is out of context it can damage the brand, instead of enhancing it. (Belew 2014, 168-171.)

Instagram

Instagram is a social media platform that is specialized in visual storytelling by way of photographs and videos. It is a sub-brand of Facebook (merged in 2012), and it has over 400 million monthly active user accounts. It is an UGC-site with strong social networking characters. And old saying, "one picture tells more than a thousand words", implies also in Instagram. Visual content works on both B2C and B2B markets and it is a great way to concretize a message in a quick and an understandable manner. (Belew 2014, 202; Facebook Company Info 2016; Global social networks ranked by number of users 2016 2016.)

The platform itself follows the basic customs of social media sites and it is almost exclusively used via mobile devices. By creating an account, users can share photos and videos, and view content from people they want to follow. Content is reviewed by likes - more likes equals stronger popularity. As visual content is found to be more attractive, there is also a bigger opportunity for it to go viral (content that circulates rapidly through social sharing). (Belew 2014, 203; Lundberg 2014.)

Visual context sells well. After all, it is not a coincidence, why advertisements often include photos and videos instead of text-filled product descriptions. Digital revolution with its technological innovations and devices has given everyone the opportunity to take photos and videos. Communicating through Instagram is also cost effective: posting does not require expensive commercial production as the application itself offers tools for media design. Also, in digital environment short videos are viewed as being more effective, so there is no need to make revolutionary full-length movies. Adding Instagram's accessibility into the equation, it is no surprise why the platform is so popular. (Belew 2014 202-203.)

The expenditure of mobile advertising has exploded recently and it is estimated that this course will continue. One example of this shift of advertising is Instagram. Since the introduction of their advertising platform in September 2015, Instagram has gained 200 000 active advertisers and 200 million users. As Instagram's user count continues to increase, it can be also expected that the platform will amplify its state on being the oasis of visual marketing. (Hobbs 2016.)

Instagram has modified its interface in order to keep up with the markets development. The rapid growth of user accounts has also increased the amount of content being published. Hence, Instagram relinquished from its chronological timeline feed to make it more personalized. It is estimated, that this modification will create more exposure on popular content and advertisements, but on the other hand, decrease the rate of diversity. (Hobbs 2016.)

Instagram uses hashtags in the same way as Twitter does. By applying hashtags, content can be categorized from one another correctly. In order to engage followers, hashtags need to be deliberate and attached to the context in question. Given the fact that Instagram is a platform for visual content, picture and video quality should always be favored over quantity. By applying quality-emphasized, well-captioned and frequently updated content, brands can use Instagram as a tool to maximize its brand presence and engagement. (Lundberg 2014.)

YouTube

One of the most powerful sub-brands of Google is their video-sharing SNS, YouTube. Since the platform's establishment in 2005 (About YouTube), YouTube has become

one of the superstars of social media, being number one video-sharing site in the whole Internet. YouTube benefits greatly from the presence of its parent company Google, as it is integrated and promoted greatly through Google's social media sites and search engines. Keeping this in mind, it is not a surprise why Google Sites (driven by YouTube) is the leading online video property worldwide. In December 2015, Google Sites received almost 925 million unique monthly viewers. (Leading global online video properties 2015, unique viewers 2016.)

Visual content and especially videos are an integral part of the social media we know today. Anyone with a video camera or a smart phone can act as a content producer, which means that the variety of the content is staggering. Videos tend to be more personalized as they are used to promote content at more local level. The undisputed advantage of audio-visual content is, that it can be consumed in versatile ways. In marketing purposes, videos are most effective when they are customized to fit a narrow target audience. (Thomsett-Scott 2014, 52-53.)

The emergence of Web 2.0 technology and the rapid development of video editing tools have created a whole new group of journalists. These vloggers (video bloggers) are an integral part of the UGC of YouTube. Because of the fact that amateurs are becoming ever more professional, the line between what is amateur or professional made content is diminishing. This results, that users are getting more and more innovative in order to create content that can as engaging as possible. After all, creativity in social media is often rewarded. Also, because of the fact that the platform is free, easy to use and designed to facilitate cross-platform sharing, it is not a surprise why YouTube is engaging people in such of a high rate. (McDowell & Soha 2016, 2.)

As in the case of all social media platforms, to create video content that will play well among online audiences, the content must be relevant, up-to-date, or extra creative. Also, shorter videos tend to be more attractive, as they engage more viewers and are easier to share. Although, it must be remembered, that not all videos can or should be short. The length is also dependent on the context in question. (Harris and colleagues 2013, 97-98.)

Whether it is about advertising or about creating new content, the subjects should be produced with high quality and integrity. This applies in all social media platforms,

not just on YouTube. Social media consumers shun commercial advertising and superficial content is hardly ever compelling. Therefore, whether it is about organic or bought advertising, the end product should be authentic. One advantage of YouTube is that it offers multifaceted data analytics. This data can be utilized to attract new target audiences and to enhance the contents attractiveness. (Kananen 2013, 145-147.)

To maximize video contents visibility, platform integration and video optimization should be taken into account. Cross-platform usage can invigorate contents visibility, as most of the Internet solutions support YouTube integration. Also, proper captioning and tagging increases digital footprint and this further revamps the contents level of engagement. (Kananen 2013, 146-147.)

3.4 The future of social media

The usage of SNS's and other social medias is still increasing but the growth is even more rapid in the mobile device usage (Chaffey 2016; Internetin käyttö mobiilia, laitteet henkilökohtaisia 2015). The digital footprint of mobile applications is increasing, which results in that the usage of social media has become more active and even more personal. As more people are using instant messaging applications, such as WhatsApp and Telegram, content is being shared with more private and narrow audiences. These instant messaging applications are more common among young people - e.g. in Finland, 95 % of people aged 16 to 24, have used instant messaging apps by a mobile device, when with people aged 35 to 44, the number is 65 %. This statistic endorses the fact that young people tend to embrace new social medias faster than others. (1. Internetin käytön muutoksia 2015 2015; Liitetaulukko 17. Käyttänyt internetiä puheluihin, pikaviestintään älypuhelimella, sähköpostiin ja tallentanut verkkolevytilaan iän, toiminnan, koulutusasteen, asuinpaikan kaupunkimaisuuden ja sukupuolen mukaan 2015, %-osuus väestöstä 2015.)

In accordance of its ever-changing nature, social media keeps on introducing new innovations and applications each year. Although it is hard to see what lies ahead in the future, some trends seem to become stronger. Live, in-the-moment footage is increasing on various platforms, Periscope and Snapchat being some of the forerunners in this sector. Also, in-app functions are increasing and becoming more diverse.

The digital revolution keeps on continuing, and the conquest is most often lead by young people, who have been involved in the revolution almost throughout their lives. In practice, this means that users have more options of how to create and consume content. In conclusion, social media platforms are becoming more and more dynamic. (DeMers 2015; Richards 2016.)

4 Sports marketing

This next chapter of the thesis will evaluate the definition of sports marketing, and the most notable factors behind typical sports customer behavior. Additionally, the chapter introduces how marketing communication is appearing in the context of sports business.

4.1 The definition of sports marketing

Traditional marketing can be characterized - as its simplest - as a process that manages profitable customer relationships. It is about creating and exchanging value with different stakeholders in order to satisfy customer needs in the best possible way. (Armstrong, Harris, Kotler & Piercy 2013, 4-5.)

The definition of sports marketing includes all of the above and something more. The key difference lies in the nature of sport as a product - sports related events and services. These two dimensions are important to separate from each other, as they address the phenomenon in different ways. One markets sports and other markets through sports. Combining these dimensions into strategic marketing management can lead to more comprehensive results. (Hardy, Mullin & Sutton 2007, 11, 17.)

Lough and Sutton (2012, 6-9) further identify the definition of these two dimensions into sports and non-sport products. Sports products can be divided into three different groups: spectator sport products, participation sports products and sporting goods products. Non-sport products represent all of those goods and services that are not directly related to a sport. This being said, non-sport products are using

sports as a leverage to gain more sales and visibility through themes that support their marketing strategy. The array of these by-products is overwhelming.

In order to execute marketing in a strategically beneficial way, the level of marketing integration must also be taken into consideration. The level of integration in sports marketing can be sectioned as traditional, or sponsorship based. While traditional integration implies in the use of a target market and a corresponding marketing mix, sponsorship based integration focuses on creating business relationships with sports organizations, brands and other important stakeholders. The word sponsorship is a tad misleading, as the subject emphasizes more mutual collaboration than just pure sponsoring. Sponsorships and endorsements themselves are just tangibles of this collaborative business action. (Lough & Sutton 2012, 9-11.)

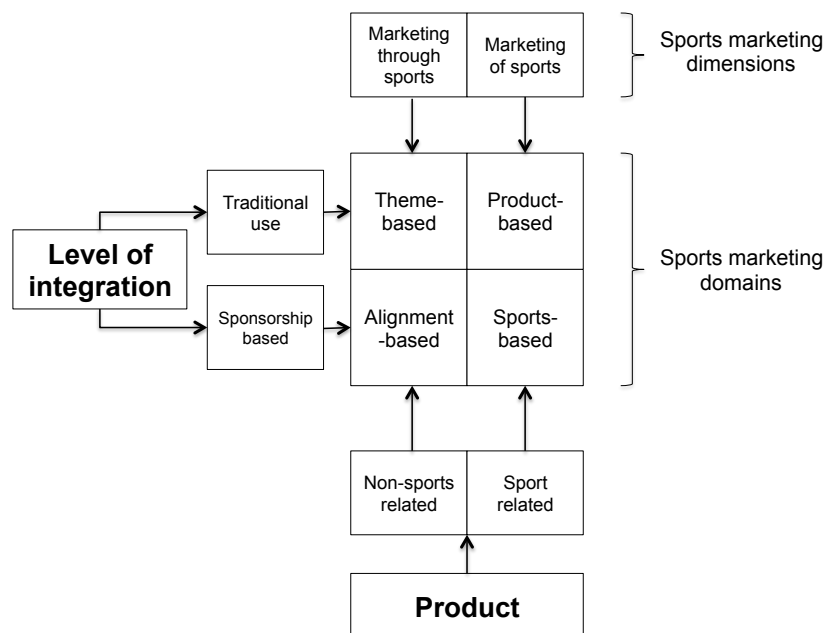


Figure 2. The four domains of sports marketing, adapted from Lough & Sutton (2012, 13.)

As seen in Figure 2., Lough and Sutton (2012, 13-14) encapsulate the nature of sports marketing environment by introducing four sport marketing domains, which determine what kind of marketing strategy should be used for different sport products. As

discussed earlier, the figure also introduces, how the level of integration affects on the whole scheme.

Theme-based strategies use traditional marketing mix as a building block, to promote products and services that do not have a strong relation with the sport itself. They sell non-sport products, which have the lowest level of integration in the sport business markets. Product-based strategies too, are using traditional marketing strategies as a device to reach designated markets. These strategies, by selling sport related products and services, are more dependent of the involvement and success of the sport in hand. These products can occur in all shapes and forms, from sporting equipment and ticket discount coupons to new media broadcasting platforms. (Lough & Sutton 2012, 12, 16.)

The two remaining domains concentrate on making profit by sponsorships. By alignment-based strategy, cooperation agreements are made in order to promote non-sports products. On the other hand, sport-based strategy relies in the collaboration with only sports related products. Therefore, in this category, the integration level is strongest, which also increases the probability of stronger customer engagement. Although the nature of sport marketing can be divided into these four dimensions, it is most likely, that they are used jointly by sport brands and organizations. Strong integration of these strategies can build up sport brands and make them more diverse and appealing to both old and new customers. (Lough & Sutton 2012, 5, 20, 24-25,)

In sports, there is always an uncertainty of the outcome. This uncertainty creates the feeling of excitement, which affects on the way and level that people consume sports - some people are more passionate about sports than others. The sport consumers themselves also have a more prominent role in the product creating process. The presence of other people greatly affects the product and the consumption experience itself. Fan and supporter groups are great archetypes of this collaborative consumption process. It is also important to notice that sport is often product led. This means, that business decisions are often determined by putting athletic interests in priority. (Beech & Chadwick 2007, 4-9.)

4.2 Sport consumer behavior

So what makes people consume sports? According to Hardy and others (2007, 68-70), consumer behavior can be evaluated by examining consumers' socialization, involvement and commitment to sports. These subjects are influenced by two factors: environmental and individual. These factors interact with each other repeatedly, and this makes the sports market all but predictable. Marketing management is dependable on identifying all factors as separate clusters, which can affect on consumer behavior in both individual and communal level. By identifying the right factors which to focus on, marketers can implement their strategic marketing more effectively and make the consumers' decision-making process easier. Figure 3 illustrates the main points of sport consumer behavior, and also the array of factors behind it.

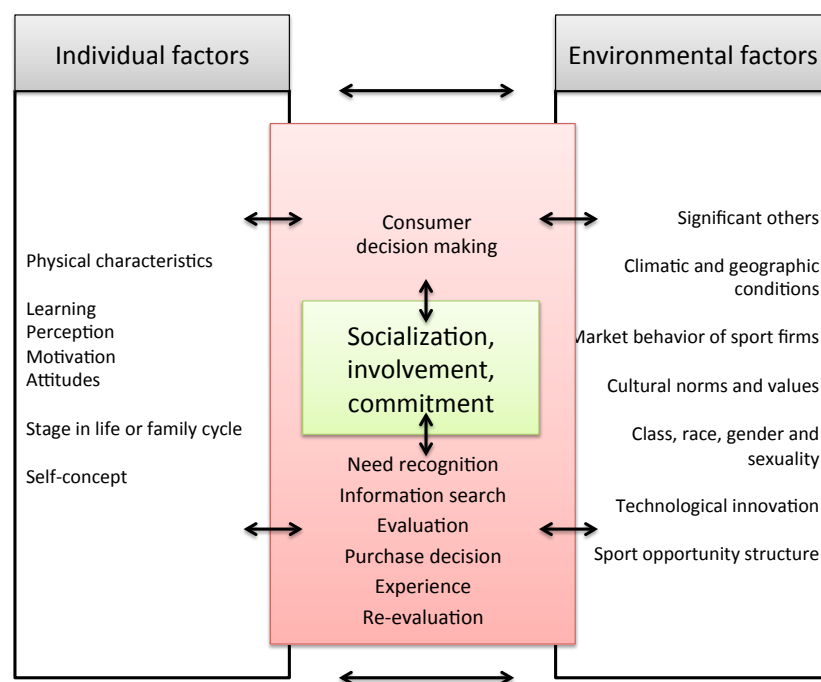


Figure 3. Consumer behavior in sport, adapted from Hardy et al. (2007, 71.)

Sports are often consumed by the influence of other people and peer groups, such as friends, family and even larger cultural crowds, such as nationalities. Thus, the power of social life should not be underestimated. For example in the case of sporting

events, the events' communal nature can increase the sense of togetherness and also grow sport identity. Sports community with its role models, fan groups and sub-cultural norms explain some of the socialization process. (Hardy et al. 2007, 71-72.)

The complexity of sport consumer behavior is composed around the strong emotional connection it generates. Sports can be consumed occasionally or actively, ardently or casually. Whatever the case, the fact that consumers participate avidly in the product making process results that individual values and preferences are mixed into the external factors that are specified by the sport itself. Factors like gender, income and the physical characters of the sport are beneficial to acknowledge in the customer segmentation process. For example, men are participating more in sports than women and they tend to be more emotionally connected to it. Also, some sports seem to be more gender-related than others, although this gap between genders has, and still is, diminishing increasingly. (Hardy et al. 2007, 72-74; Lough & Sutton 2012, 118-119.)

As from marketers' perspective, the most desired target groups to have on their side are sport fans because they address the most prominent level of personal and emotional commitment. In practice, this means that fans are identifying themselves as a part of an organization - when a sport brand represents fans faith and beliefs strongly, they want to represent the brand itself. Fans' level of involvement can be categorized into different groups, and therefore, it is safe to say, that all fans do not appear the same. Fans with low identification level are connected to the sport because of social factors. They see sports as an entertainment experience, in which they can be involved through social communities. The difference between fans with medium identification (focused fans) and high identification (vested fans) lies in performance relateness. While both of these groups can consume the same products and share the same kind of associations with sports, vested fans are not as prone to lose their interest if adversities and changes are confronted. Vested fans have the strongest emotional connection with sports - they are most willing to invest higher amounts of both time and money to the subject in question than other fans. (Lough & Sutton 2012, 203, 205-207.)

As mentioned before, sociocultural aspects are fundamental to sports. This is why sport is often consumed in an irrational way, instead of a rational, economy driven

way. People have their own favorite clubs, players and sports, which can be determined by geographical locations, points of interest or by influences from different peer groups. These environmental and individual factors also effect on how strong people are committed and involved to sport. Different levels of commitment and involvement appear as different segments, and these segments can sometimes be intertwined intriguingly. For example, while two Londoners can argue on the superiority of either Arsenal or Chelsea, they will most likely share their opinions of supporting the England national football team. This challenge of segmentation is typical for sport marketing - while sports can bring people together, it can also separate them into smaller groups. Consumers are not equally passionate about sports and this is why the level of involvement and self-identifying cannot be generalized. (Beech & Chadwick 2007, 10.)

Segmentation, being one of the most important phases in the whole sports marketing process, helps marketers to spot homogeneous groups. Segmentation makes targeting easier and also makes the marketing message far more reachable. As the strategies and resources behind marketing actions vary, the segmentation process becomes ever more important, as there is no opportunity for reaching the desired message to all people equally. Advantages of a well-structured and modified marketing strategy connive into effective implementation and proper usage of segmentation. The evaluation of each segment should assess factors such as segments' size, differentiation, profitability, measurability, accessibility and compatibility. (Beech & Chadwick 2013, 190-192.)

5 Integrating sports and social media

Social media has left its mark on every industry and it has shaped the way we speak and communicate with each other. The next chapter of the thesis evaluates how social media effects on organizations' marketing strategy and more specifically, in sports business.

5.1 Strategic planning and implementation

While social media is brought up generally, and also in this thesis, as a marketing tool, marketers should understand that it is much more than that. Moreover, social media should be seen as branch, which makes communication easier and invigorates relationship management. According to Bondarouk and Olivas-Lujan (2013, 118), companies and organizations should evaluate themselves as social enterprises. Relationship management's fundamentals are based on attracting, maintaining and enhancing relationships. This being said, unidirectional communication should be avoided, especially in the interactive milieu of social media.

This definition of social enterprise contains the element of social objects. Social objects are contexts that draw larger crowds together. They build communities and they act as a link between individuals, companies and other organizations. Involvement to these social subjects appears in the forms of text, photo, video or audio, depending on the platform where the topic is discussed. By acknowledging the nature of social subjects, they can be used effectively in the marketing process. They first attract people's interest and further keep them connected together. Building content around these core subjects help marketers to control their marketing communication process, and also enables interaction between the target groups themselves. (Bratton, Evans & McKee 2010, 256-257.)

There is a vast selection of social medias where to contribute. So, on which platforms should companies concentrate their resources? To answer this question, companies should first evaluate their strategy, and then reflect it to practice use. By identifying company's core product, differences of social media platforms and their customers' persona, social media optimization becomes far more distinct. There is no need to participate in all social medias - participating in those channels that really benefit a company's strategy, is really what matters. (Bondarouk & Olivas-Lujan 2013, 118.)

Harris, Newman, Peck and Wilhide (2013, 26) propose that the digitalization has impacted sport communication in two ways. Firstly, the power of mass medias, such as television and radio, has decreased as consumers have multiple alternatives of media where to choose. Secondly, as a consequence, the sport consumers have gotten more power regarding what they want to consume. Web 2.0 and the rise of social

medias have resulted, that sport is now consumed 24/7. Whether it is the case of watching a highlight compilation on YouTube, or partaking in a conversation on team performance on Facebook, participating in sport communities has never been as easy.

Sport, while being an intangible product, benefits greatly from the presence of social media, because it allows people to join in the sport consuming process, even if they are not attending the event itself. Stadiums have their maximum capacities, special broadcasts are not available for everyone and people may not have the time to participate in all sport events equally. By following a Twitter feed, Facebook conversation, or a live broadcast via YouTube, the sport is unfolded in nearly all media platform possible. This also generates new opportunities for marketers to use - as sport is no longer bound to a single event, promoting and advertising becomes more diverse. Further, this can result into additional equity, economical or social. Considering that both sports and social media have the power engage large quantities of people together, it is clear that the fusion of these two factors is vouched to success. (Harris et al. 2013, 28-29.)

Sport team, or sport brand attachment can be specified as a construction of several psychological factors, such as trust, loyalty, self-expression and involvement. When examining sport fans, the above-mentioned elements conduct their behavior and habits. Self-expression is highlighted in social media, where all users are able to modify their surroundings to reflect their needs and desires. To make a brand more self-expressive, marketers should enhance their brand's symbolic meaning. By taking advantage of the strong emotional bonds that are quintessential to sports in general, brand relations can be expressed in the way of social self-expression. This means that when brand loyalty is high, consumers are willing to spread out the brand's message on behalf of them (word of mouth). Thus, by activating consumers' self-expression, emotional bonds can be strengthened and this builds up consumer-brand relations. In practice, this means that by participating in social media interactively, consumers are able to have their voice in, which contributes to their level of self-expressiveness. (Tsiotsou 2013, 461-462.)

Self-expression, or self-presentation, is an important factor in sport teams' and organizations' communication strategy. Besides these teams and organizations, active

players and sports superstars have distinguished themselves as prominent figures in all social medias. Athletes are powerful media channels - it is not a coincidence why athletes are used in advertisements and marketing campaigns as promotional figures. The powerful impact of athletes has only increased because of social media, as their supporters and fans can be reached directly through a self-controlled media, instead of an external mediator. By sharing self-created content, athletes are able to tell more colorful stories which results to more multifaceted personal brands. This content often involves athletes' personal interests, lifestyle and personalities. The myth behind a superstar can be unfolded, and this is what intrigues sport fans. One step closer towards the athlete itself is also a one step closer to full brand engagement. The engagement can also lead directly to sales numbers. Studies have shown that fans are 55% more likely to purchase a product, if their favorite athlete promotes them through social media. (Harris et al. 2013, 174; Reichart Smith & Sanderson 2015, 343-344.)

Hayes (2016) addresses in his article, that due to the emergence of social media the line between on-court and off-court actions has become far more vague. This means, that while sport consumers are following events through several media outlets, the events have also changed into more diverse and entertaining entireties. Thus, the digital revolution should not be seen as a factor that brings adversities to the traditional sport consuming process. In the contrary, digitalization should be embraced and integrated to sports as well as possible, in order to design product that can be consumed in numerous ways.

5.2 Result measurement

The abstract and intangible gestalt of social media can be sometimes hard to grasp. The digital platforms and the endless amount of data they gather help marketers to conceptualize the whole process. Due to this data, intangible entireties become concrete and they can be evaluated and understood better. Measurement allows people to learn from their actions and recognize what could be done better, or differently, in the future. As offline and online communications are no longer demerged as much from one another, the distinctive measurement of social media solely can be hard to do. (Dempster, Lee & Williams 2015, 163-164.)

Bondarouk and Olivas-Lujan (2013, 150) introduce that there are two types of social media measurement: output and outcome measurement. Output measures examine the amount of fans or followers, likes, comments, level of interaction and size of the community. These metrics are quite simple to follow, as they are easy to cross reference and compare. Some social medias' even offer integrated tools to follow the growth of a fan community and content engagement. Outcome measurement on the other hand, tries to evaluate how social media affects on brand's identity in external environments. In addition, correlation to direct sales numbers can also be examined.

Social media also can be measured by ROI. ROI, the abbreviation for return on investment, is a tool originally signified for financial measurement. Simplified, ROI measures the relation between money gained from activity and the cost of the activity. As the markets have changed, so has the utilization of ROI - it can also be applied in measuring social activities. There are a lot of different indicators that can be examined. The decision on what is worth examining should support the company's strategy. (Holloman 2014, 14-17.)

ROI can be direct or correlated. Direct ROI model gives the most precise information on how marketing efforts are affecting sales numbers. If this model is used, marketing communication is often formatted more precisely towards promotion. For example, when posting a direct link to a discount product, a company can measure direct sales numbers formatted by the message. Direct model of ROI is not favored when examining bigger entities and thus, should it not be used to evaluate campaigns and other more confined marketing efforts. (Harris, Newman, Peck & Wilhide 2013, 180-182.)

A more far-reaching evaluation method is to use correlated ROI model. It concentrates on the relational side of social media platforms as it examines and the level of people participating, interacting and engaging in a conversation. This model is best used when evaluating long-term relationship building, rather than straight causal actions. Elements such as brand awareness, reach, engagement, intelligence and user traffic are great targets of correlated ROI assessment. (Harris, Newman, Peck & Wilhide 2013, 182-183; Holloman 2014, 18-20.)

Instead of trying to measure a straight causal relationship of one marketing action, marketers should see social media measurement as a tool to follow consumer's whole journey with the brand. The target is to mark every interaction with the brand individually and compare that interaction to the associated metadata. This being said, social media is not a transaction process. It is a relationship. (Dempster, Lee & Williams 2015, 165.)

6 Results

The next chapter introduces the research results. It demonstrates the present social media usage of Neste Rally Finland's fans. Background information and key demographics are depicted with frequency distribution and social media usage is demonstrated also by using cross tabulation. The percentages introduced in the thesis are rounded to the nearest even number - therefore there is a possibility that the total sum can be slightly below or above 100 %. (Kananen 2011a, 75.)

6.1 Background information

The questionnaire first inquired the respondents' age, gender, occupation and residence. In addition, respondents' relation to Neste Rally Finland was also asked. The research was anonymous, and the respondents' contact information (if given), were only used in a prize lottery.

In total, 422 respondents took part in the study. Significant part of the respondents $n=373$ (88 %) were men (see table 1). Only 12 % ($n=49$) of the respondents were female.

Table 1. Gender

	N	422
		%
Female	49	12
Male	373	88
Total	422	100

Respondents were separated into seven different age groups. The division can be seen from table 2. All age groups were represented in the study, but the most prominent groups were people aged 45 to 54 years (36 %) and 35 to 44 years (27 %). The third biggest age group consisted of respondents aged 55 to 64 years (16 %). The rest age groups represented 20 % of the sample. The sample suggests that only 3 % of the fans are aged 24 or below.

Table 2. Age

	N	422
		%
Under 18	3	1
18-24	10	2
25-34	43	10
35-44	115	27
45-54	153	36
55-64	69	16
Over 64	29	7
Total	422	99

In addition to key demographics like gender and age, the research also surveyed respondents' occupations (see table 3). The options were divided into nine different units. Instead of just drawing a line between employed and unemployed people, the categorization was sectioned out more specifically. The question offered nine different alternatives: employee, manager, entrepreneur, senior official, junior official,

student, unemployed, pensioner and other. Over a third (37 %, n=156) of the respondents stated their working status as employee. The second and third biggest groups were senior officials (15%, n=62) and junior officials (14%, n=61). In total, 82% of the respondents stated their working status as active.

Table 3. Occupation

	N	422
		%
Employee	156	37
Manager	16	4
Entrepreneur	45	11
Senior official	62	15
Junior official	61	14
Student	13	3
Unemployed	23	5
Pensioner	41	10
Other	5	1
Total	422	100

Table 4. Respondents' relation to the Neste Rally Finland event

	N	422
		%
Personally interested in rally	48	11
Family member or a relative is interested in rally	30	7
Spectator	309	73
Media representative	3	1
B2B-customer but not an associate partner	6	1
Associate partner	4	1
Racer	1	0
No special relation	8	2
Other	13	3
Total	422	99

As the research was targeted on rally fans, their specific relation to Neste Rally Finland was relevant to examine. Almost three quarters of the respondents (73 %, n=309) told that they act as spectators at the event. Second biggest group of relation consisted of people that had a personal interest to rally as a sport (11%, n=48). Third biggest group involved people, who were attached to the event through family or friends (7%, n=30).

The last factor of background data involved information about the residence of the respondents. The data was gathered by postal codes. 17 % (n=73) of the respondents were residents of the Jyväskylä region. This was the most prominent deviation of the data. The second biggest place of residence was the Helsinki Metropolitan Area (10%, n=44).

Table 5. Place of residence

	N	422
		%
Jyväskylä-region	73	17
Helsinki Metropolitan Area	44	10
Other	305	72
Total	422	100

6.2 Social media usage

The first question about social media usage examined how often the respondents use social media. The frequency was measured by using eight alternative measures (seen in figure 4). Most of the respondents (57 %, n=241) used social media several times a day. 13 % (n=56) of the respondents were connected to social media once a day and 8 % used social media 4 to 6 times a week. The rest of the sample that use social media represented 11 % (n=46) of the respondents. A total amount of 47 (11 %) respondents stated that they do not use social media at all.

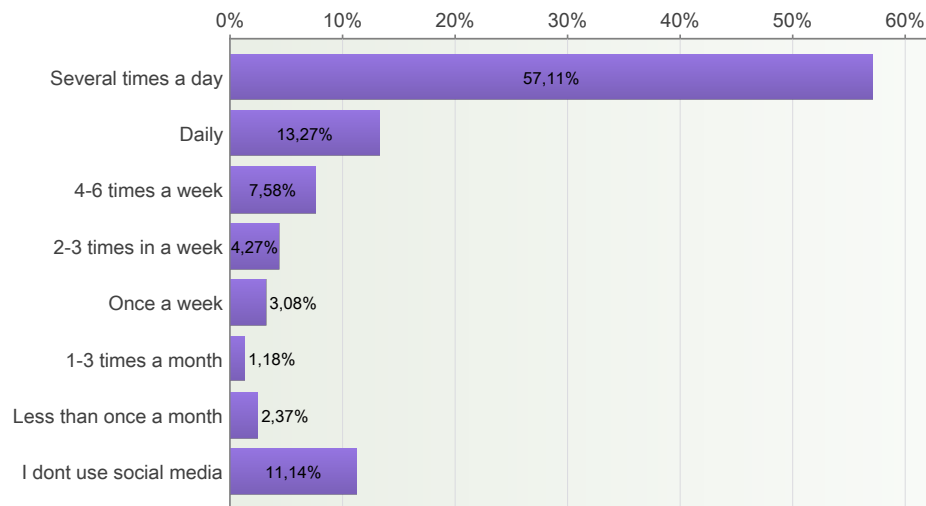


Figure 4. Frequency of social media usage

Figure 5 shows that computers (n=313) and smart phones (n=311) are practically as equally popular when examining social media usage by device, as they both cover over four-fifths of the sample. In addition, about half of the respondents use social media by a tablet (n=195).

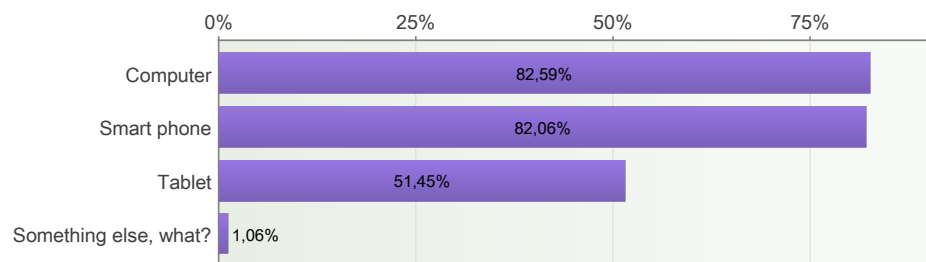


Figure 5. Social media usage by device

When examining differences by a platform, YouTube and Facebook stand out from the others in their usage rate. As table 6 shows, 94 % (n=341) of the fans that use social media overall, spend also their time on YouTube. The second most popular social media platform is Facebook, with 80 % (n=361) utilization rate. At the other frontier, Snapchat (8 %, n=332) and Periscope (15 %, n=337) are the least used social medias.

Table 6. Social media usage by platform

	Face- book	Twit- ter	Insta- gram	YouTub e	Snap- chat	Google +	Peri- scope
N=	361	341	337	364	322	351	337
	%	%	%	%	%	%	%
Uses the platform	80	38	34	94	8	54	15
Has not used the platform	20	62	66	6	92	46	85
Total	100	100	100	100	100	100	100

When asked where the respondents would like to have information on different topics on digital platforms (see figure 6), the NRF official website and Facebook stood out from the rest of the alternatives. The respondents were allowed to pick one to 3 platforms per topic. The total amount of answers therefore was 6444. The respondents valued websites over social media platforms in all topics.

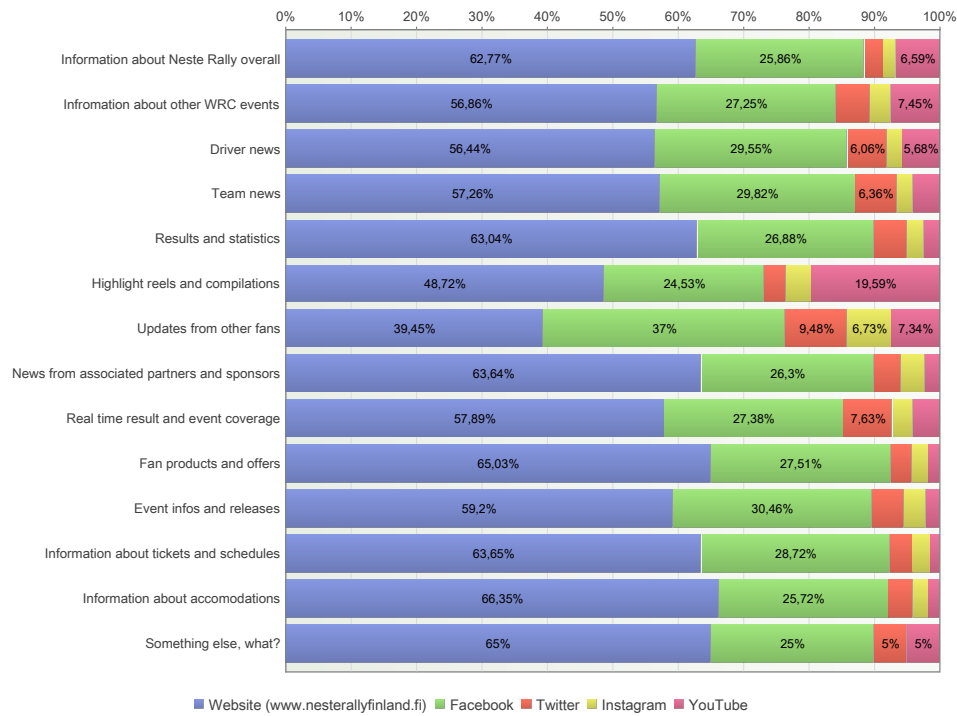


Figure 6. Information distribution on digital platforms

When the website was excluded from the equation, the distributions between social media platforms are assessed better. As seen from figure 7, the respondents valued Facebook as the best platform to share information in all categories. The most significant deviation concerned content topic "highlight reels and compilations". In this content category, YouTube (38 %, n=115) was perceived second most prominent distribution channel when compared to Facebook (48 %, n=144). Also, Twitter was perceived the second most fitted platform (after Facebook) for information considering real time result and event coverage (18 %, n=44).

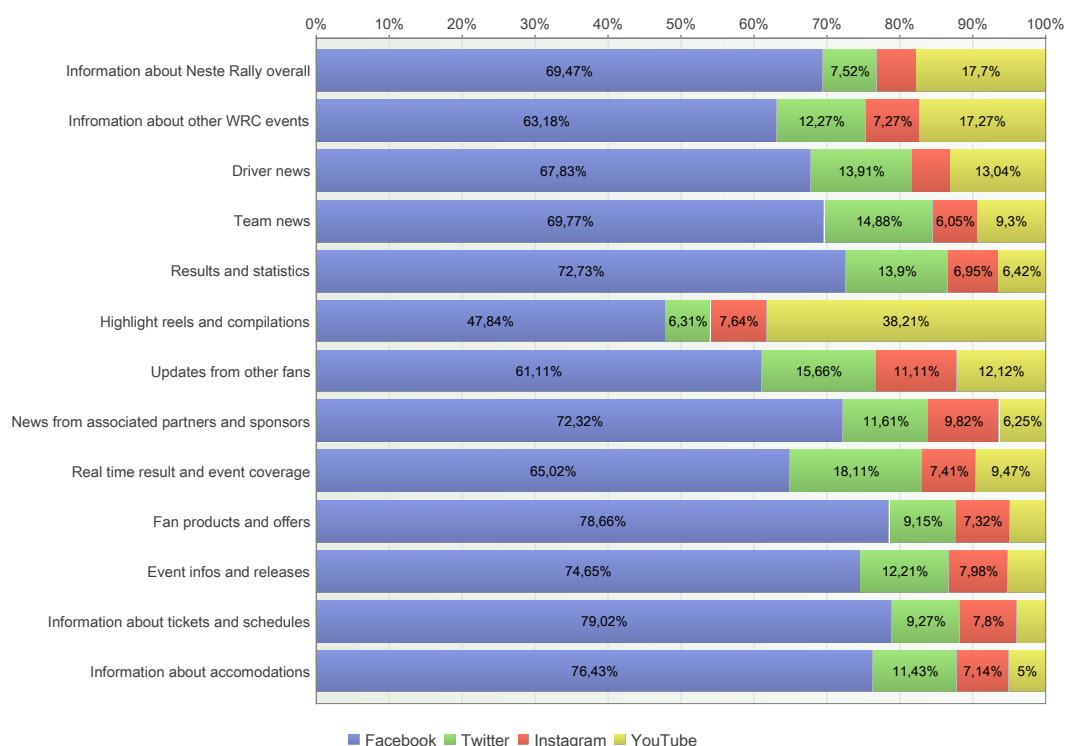


Figure 7. Information distribution on social media

Table 7 shows which percentage of the respondents, both women and men, follow Neste Rally Finland's social media channels. 72 % (n=33) of women follow NRF's Facebook page, as the same percentage among men is 64 % (n=209). Men follow NRF's YouTube page twice as more active than women. In other platforms, the differences between genders are not as significant. The percentage of people not following NRF's social media sites is slightly higher among women.

Table 7. Neste Rally Finland's social media followers by gender

	Woman	Man	All
	N=46	N=329	N=375
N=	%	%	%
Facebook	72	64	65
Instagram	9	11	11
Twitter	9	14	13
YouTube	20	40	37
Does not follow	26	18	19

(The dependence is not significant. Chi2=7,2, df=4, 1-p=87,6%.)

People, who identified themselves as passionate rally fans (see table 8), were also more active followers of the NRF's social media sites. In question six, the respondents were asked to mark their opinion on a statement: I am a passionate rally fan. Those who stated themselves as passionate rally fans (n=197) had a larger following rate on all of the NRF's social media platforms. The largest difference between platforms followed, considered YouTube. 47 % (n=92) of passionate rally fans followed NRF's YouTube site, while the follower rate of the same platform was 28 % (n=35) among people who considered themselves as somewhat of a fan. The rate of respondents who did not follow any of the NRF's social media sites (13 %, n=26) was also lower when compared to others groups. (The dependence is significant. $\chi^2=25,2$, $df=8$, $1-p=99,86\%$)

Table 8. Neste Rally Finland's social media followers by the level of fandom

	I am a passionate rally fan N=197 %	I am somewhat of a fan N=124 %	Not a fan nor an adversary of rally N=50 %
Facebook	70	62	56
Instagram	15	7	6
Twitter	15	13	4
YouTube	47	28	26
Does not follow	13	21	34

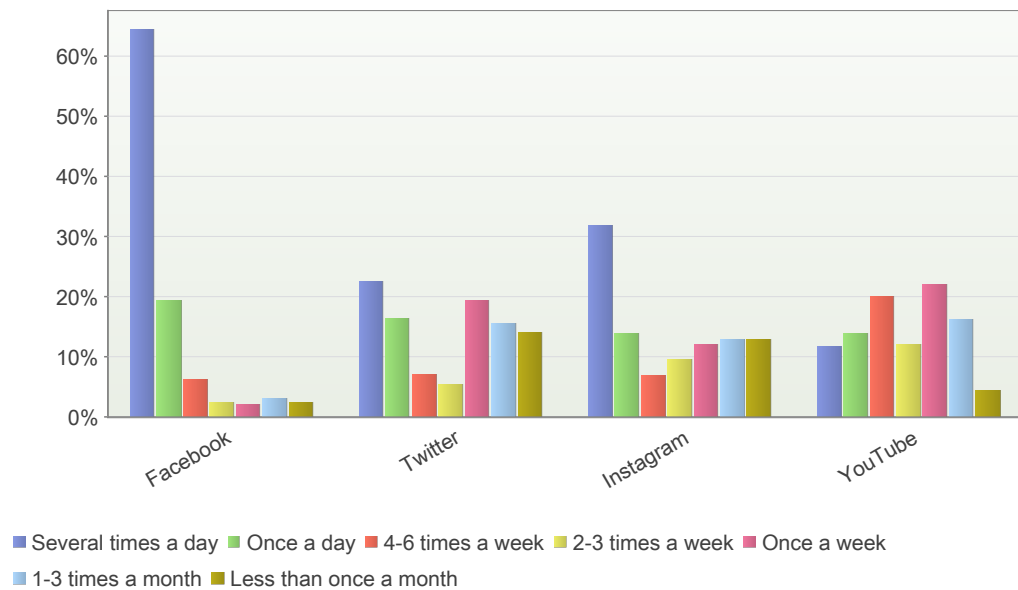


Figure 8. Respondents' social media usage frequency, among platforms used by NRF

Facebook is the most frequently used social media platform among the respondents who use social media (seen in figure 8). A total amount of 186 respondents uses Facebook more than once a day. The second highest percentage of frequent daily users consists of people who use Instagram (32 %, n=37, of Instagram users use the platform more than once a day). 22 % (n=29) of Twitter users use Twitter more than once a day. YouTube is used less frequently when compared to other social media platforms - 22 % of YouTube users (n=75) use the platform once a week.

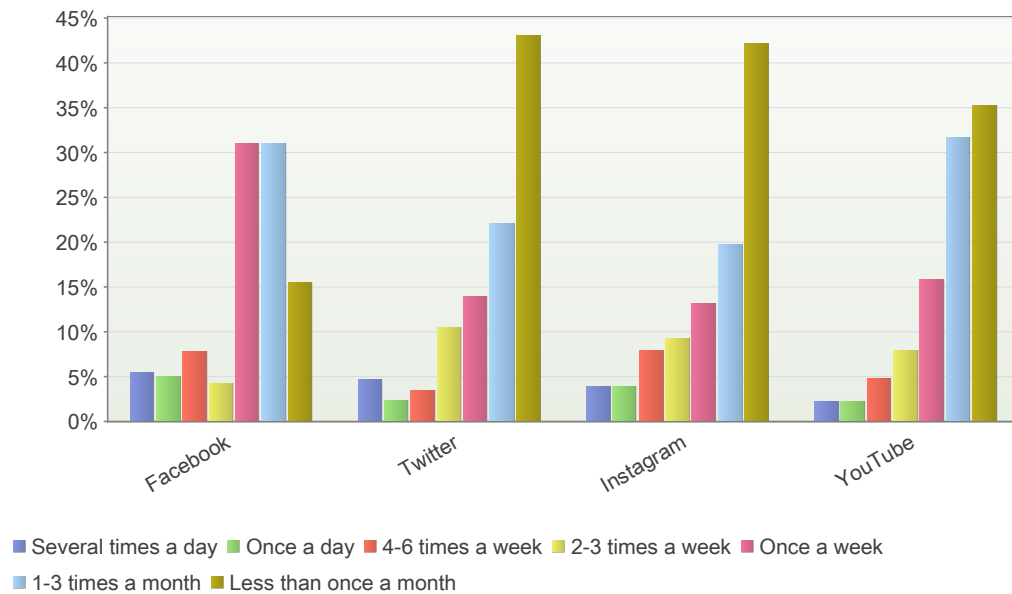


Figure 9. Respondents' social media usage frequency on NRF's social media sites

When asked how often the respondents visit NRF's social media sites, the results were following. The percentage of people visiting NRF's social media sites more than once a day, stayed below, or at, the 5 per cent mark in all platforms. NRF's official Twitter (43 %), Instagram (42 %) and YouTube (35 %) sites were visited most randomly, as most of their users were visited the site less than monthly. A significantly larger portion of every social platforms users visited NRF's social media sites less than once a week: Facebook (78 % n=200), Twitter (79 %, n=68), Instagram (75 %, n=57), YouTube (83 %, n=188).

7 Conclusions

The research gathered the total number of 442 responses. It was conducted by a questionnaire, which was submitted to the target audience via email subscription list. The subscription list consisted of Neste Rally Finland fans nationwide. By using the email subscription list (called Sisäpiiri), the questionnaire could be transmitted to the whole population - in all, the questionnaire was sent successfully to 4206 email accounts, which gave the response rate of 10 %.

A major proportion of the respondents (88 %, n=373) were men, leaving that women were represented by a largely smaller number of 49 (12 %) respondents. The biggest

age groups consisted of people 45 to 54 years old (36 %) and people 35 to 44 years old (27 %). People aged 55 to 64 years represented the third biggest age group with 16 % coverage of the whole sample. Only 13 % of the sample was under 34 years of age. Thus, it can be said that all age groups are not represented equally. There were no significant differences on age groups when compared to gender. Consequently, the typical rally fan of the Sisäpiiri subscription list is a man aged between 35 to 54 years.

Most of the respondents stated their employment status as active (82%). Over a third (37 %) of the respondents were categorized as employees, and almost a third (29 %) stated their working position being either junior, or senior official. 67 % of the biggest age group (between 35 to 54 years) marked their working status as employee. Consequently, it can be stated, that the most typical fan of the Sisäpiiri subscription list, is a man aged 35 to 54 years old, with a working status of an employee.

The email subscription list was not geographically targeted, and the answers were gathered nationwide. Although, there were some clusters that stood out from the rest of the population. 17 % of the sample stated their place of residence being in Jyväskylä region. The second largest grouping was located in the Helsinki Metropolitan Area (10 %). It must be emphasized, that the Neste Rally Finland event is annually held in Jyväskylä, and therefore it is not a surprise why Jyväskylä is represented in comparatively large numbers.

Most of the respondents use social media (89 %, n=395) and nearly three-fifths of the respondents use social media several times a day. When examining the frequencies of rally fans' social media usage, it can be stated that they are reasonably active (1. Internetin käytön muutoksia 2015). 70 % of all respondents use social media at least once a day. Computers (83 %, n=313) and mobile phones (82 %, n=311) are almost as equally popular devices when handling social media. About one half of the respondents also use tablet as a device when using social media. Taken these factors into account, the sample uses social media diversely.

Facebook and YouTube are by far the most consumed social medias among NRF fans. The most popular social media platform is YouTube with 94 % user-rate. The user-rate (80 %) of Facebook is also dominant when compared to other platforms. At the

other end of the scale, platforms such as Periscope and Snapchat are distinguished as the least popular social medias. This finding fits the research sample as younger people often use the newest social media platforms more often. Twitter and Instagram are almost used as equally, their usage rates being 38 % (Twitter) and 34 % (Instagram). Google+ is the third most used social media as about one half of the fans use it.

To examine how the fans valued social media when compared to the brand website, the respondents were faced with a question which reviewed from what kind of content the fans would like to get information, and on what platform they would like to get this information from. The brand website was considered the best media channel in all content categories. Thus, it might be appropriate to discuss, whether or not NRF's social media sites serve the needs and wants of a rally fan. When comparing only social media channels, Facebook was considered the best source of information in all alternatives. This finding is expected, considering the platform's popularity among rally fans.

When examining NRF's social media sites' follower rates, Facebook and YouTube stood out once again from the rest. 65 % (n=242) of the people who use social media follow NRF's Facebook page. 37 % (n=140) of social media users follow NRF's YouTube channel. The fact that the Instagram and Twitter sites of NRF are not followed in the same rate as others can be expected, as these platforms are not so popular among the fans overall.

There are no significant differences on the NRF's social media sites' follower rates between genders. One separable factor was that the percentage of men following NRF's YouTube channel was twice as high when compared to women. The other was that women are slightly more likely to not participate in NRF's social media sites overall. The results give some orientation on how men and women are using NRF's social media sites, but the interpretation is subjective, as the result does not have solid scientific proof. This being said, the result can also be coincidental. The fact that the whole sample was found quite homogeneous also brings challenges to the data's scientific authentication process.

The dependence between the level of fandom and the NRF's social media sites followers was significant. The research verified, that those who considered themselves as passionate rally fans were also the most engaged in NRF's social media sites. The level of engagement both offline and online is comparable. This dependence also arouses a conversation, if the content shared in NRF's social media is too one-sided, as they serve best for the purposes of true fans. Given the fact that NRF operates in several social media platforms, multifaceted content is emphasized.

Although respondents were quite active on social media in a daily basis overall, they were not as nearly as active on NRF's social media channels. Significant portions of the respondents were active on NRF's social media channels once a week or less often. This finding indicates, that NRF's social media sites have not reached their full potential in the minds of the fans. The objective should be to amend the current pattern to match the fans "real" overall frequencies of social media usage.

8 Discussion and future recommendations

The objective of the thesis was to study social media in a sport business environment. The thesis concentrated on examining target group's social media usage so that the assignor could further use this data in their strategic marketing management. Not to forget, the data gathered helps the marketer in providing and creating the kind content that the users find most meaningful.

The theoretical framework was confined to examine social media and sports marketing in separate units, but also as components that can be integrated together. The theoretical framework was found to serve the research problem properly.

The research was intended to answer to the research problem:

How rally fans use social media and what do they use it for?

First to confine the research to consider rally fans in particular, the research sampling was taken into consideration. By using the email subscription list (or news letter), the questionnaire could be submitted straight to those people that were already engaged to the Neste Rally Finland brand. The newsletter (Sisäpiiri) is especially catego-

alized for fan use, so the research was submitted to the whole population, without using separate sampling.

In the research, respondents were asked to state their opinion on whether they see themselves as being passionate rally fans. The results gathered supported the fact, that the respondents had a strong engagement to rally as a sport.

Although the research gathered a total amount of 422 responses, the key demographics were quite homogeneous. This complicated the cross-tabulation between background data. After the epitome of a rally fan was found (a man aged 35 to 54 years), the natural continuum was to assess the group's behavior compared to other reference groups. Because not all groups were represented nearly as equally, the cross-tabulation results were for the most part insignificant.

The response quantities differed in some questions considerably. Due to this fact, in some cases cross-tabulation was not an option because there was not enough data which to assess. Especially in the case of some voluntary questions, the questions and variables could have been clarified more distinctly. These problems did not occur in the test run of the questionnaire. (Kananen 2014, 142-143.)

The research was conducted to the whole population equally and the sample did not exclude or favor any of the measure units. The sample size of 422 people represented the population of Sisäpiiri well. Although, it must be taken into consideration, that the sample is not applicable of generalizing the social media usage of rally fans overall. Therefore, the results represent only the Sisäpiiri community. In order to include those fans into the research that are not a part of Sisäpiiri, the research should be conducted in a different environment. It is recommended that the research in question should be used as a parallel in future studies of NRF fan communities.

In order to have the best possible response rate in email surveys, studies show that the email invitation should be submitted to the population early in the morning. In the case of the thesis' research, the email invitation was sent after noon. This fact should be taken into consideration in future email surveys. (Kananen 2014, 201.)

The most used social media platforms were YouTube and Facebook. Out of these two, Facebook stood out of the rest in platform usage frequency. Therefore it can be

considered that Facebook is the most significant and the actively used social media platform on a daily basis. Also, out of all NRF's social media sites, the NRF Facebook page was the most followed. In addition to this, the respondents regarded NRF's Facebook page as being the most popular channel to have information in all content categories. This is an evidence of Facebook's versatility - it has multiple social medias integrated within and it acts as a "one-stop-shop" of social media services. (Facebook Company Info 2016.)

The high popularity of Facebook among sport communities is not a coincidence. Facebook, while being a SNS, builds its foundations around creating and controlling online communities. Hardy and colleagues (2007, 71) point out three key factors of consumer behavior in sports: socialization, involvement and commitment. These same behavioral components appear dominantly in all of social medias, but especially in SNS'. As in the case of social media, sports too are often consumed in a communal environment. Thus, interactivity and value co-creation are shared aspects within these two social environments.

In addition to Facebook's popularity among social media sites, it must be addressed, that the NRF website is perceived as a popular communication channel among rally fans. The NRF website could be therefore used as a marketing channel to promote the brand's official social media sites. The cross-platform communication increases visibility and the digital footprint of the brand.

As stated before, the research conducted acts as a ground study for the status quo and also as a parallel for future researches. It does not generalize the social media usage among rally fans in general, as it examines only the social media behavior of the Sisäpiiri email subscription community. The research answers to the research problem and to the assignors requirements. In future studies of social media usage among rally fans, the researcher suggests that the research would be implemented in a different environment. For example, the study could be conducted via NRF's social media platforms or at the actual event itself. The social environments of social media and sports resemble one another considerably. They both construct their values upon social interaction and involvement and they can also be effectively utilized together in the strategic marketing process. Therefore it is recommended, that the assignor will conduct similar researches in the future.

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Appendices

Appendix 1. Research questionnaire



NESTE RALLI - SOSIAALISEN MEDIAN TUTKIMUS

Tämän kyselytutkimuksen kautta haemme lisätietoa Neste Rallin sidosryhmien sosiaalisen median käyttäytymisestä.

Haastatteluvastauksia käytetään Neste Rallin sosiaalisen median viestinnän ja kotisivujen kehittämisessä, sekä aineistona oppimisytyötä varten.

Kaikki vastaukset käsitellään luottamuksella ja anonyymisti.

Tähdellä (*) merkityt kysymykset ovat pakollisia.

Vastaaminen kestää noin 10 minuuttia. Kiitos antamastasi palautteesta palvelujemme kehittämiseksi!

Kaikkien yhteystietojen jättäneiden kesken, arvomme kaksi Rallipassia vuoden 2016 Neste Ralli -tapahtumaan.

Kiitos vastauksestasi!

1. Ikä *

☒ Alle 18 ☐ 18-24 ☒ 25-34 ☐ 35-44 ☒ 45-54 ☐ 55-64 ☒ Yli 64

2. Sukupuoli *

☒ Nainen ☐ Mies

3. Postinumero *

5 merkkiä jäljellä

4. Ammatti *

- ☒ Työntekijä
- ☐ Johtavassa asemassa oleva
- ☒ Yrittäjä
- ☐ Ylempi toimihenkilö
- ☒ Alempi toimihenkilö
- ☐ Opiskelija
- ☒ Työtön
- ☐ Eläkeläinen

☒ Jokin muu, mikä?

5. Valitse seuraavista sidosryhmistä se, joka kuvaa parhaiten nykyistä suhdettasi Neste Ralli -tapahtumaan *

☒ Harrastan itse autourheilua

☐ Perheenjäsen tai tuttava harrastaa autourheilua

☒ Osallistun tapahtumaan katsojana

☐ Olen median edustaja

☒ Olen yritysasiakas, mutta en yhteistyökumppani

☐ Olen yhteistyökumppani

☒ Kilpaillen Neste Rallissa

☐ Ei erityistä suhdetta

☒ Jokin muu, mikä?

6. Vastaa seuraaviin väittämiin *

	5= Täysin samaa mieltä	4= Melko samaa mieltä	3= Ei samaa eikä eri mieltä	2= Melko eri mieltä	1= Täysin eri mieltä
Neste Ralli -tapahtuma kiinnostaa minua henkilökohtaisesti	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neste Ralli -tapahtuma merkitsee minulle paljon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olen intohimoinen rallifani	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Suosittelen Neste Ralli -tapahtumaa ystäväilleni ja tuttavilleni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Seuraavassa osiossa käsitellään sosiaalisen median käyttöä

7. Kuinka usein käytät sosiaalista mediaa? *

☒ Useamman kerran päivässä

☐ Kerran päivässä

☒ 4-6 kertaa viikossa

☐ 2-3 kertaa viikossa

☒ Kerran viikossa

☐ 1-3 kertaa kuukaudessa

☒ Harvemmin kuin kerran kuukaudessa

☐ En käytä sosiaalista mediaa

Jos vastasit kysymykseen 7: 'en käytä sosiaalista mediaa', siirry kysymykseen nro 16

8. Kuinka usein käytät seuraavia sosiaalisen median palveluita?

[illegible]

9. Vastaa seuraavaan väittämään

	5= Täysin samaa mieltä	4= Melko samaa mieltä	3= Ei samaa eikä eri mieltä	2= Melko eri mieltä	1= Täysin eri mieltä	En osaa sanoa
Sosiaalisen median käyttäminen on minulle helppoa	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Millä laitteella/laitteilla käytät sosiaalisen median palveluita?

Voit valita useamman vaihtoehtoon

- ☒ Tietokone
- ☐ Älypuhelin
- ☒ Tabletti
- ☐ Jokin muu, mikä?

11. Mitä seuraavista Neste Rallin virallisista sosiaalisen median kanavista seuraat?

Voit valita useamman vaihtoehdon

☒ Facebook

☐ Instagram

☒ Twitter

☐ Youtube

☒ En seuraa Neste Rallin sosiaalisen median kanavia

12. Kuinka usein vieraillet Neste Rallin virallisissa sosiaalisen median kanavissa ja internetsivuilla?

[illegible]

Tapahtumien reaaliaikaista tulos- ja tapahtumaseurantaa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fanituotteita ja -tarjouksia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tapahtumatiedotteita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tietoa lipuista ja aikatauluista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tietoa majoituksesta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jotain muuta, mitä? <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Minkä arvosanan antaisit Neste Rallin internetsivujen ja sosiaalisen median kanavien sisällölle?

	5= Erinomainen	4= Hyvä	3= Kohtalainen	2= Välttävä	1= Heikko	En osaa sanoa
Internetsivut (www.nesterallyfinland.fi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Jos vastasit edellisessä kysymyksessä johonkin kohtaan 1 tai 5, voit perustella vastauksesi alle.

19. Mainitse esimerkki tai esimerkkejä mieleen jääneestä, onnistuneesti toteutetusta sisällöstä Neste Rallin virallisilla internetsivuilla tai sosiaalisen median kanavissa.

20. Mainitse esimerkki tai esimerkkejä mieleen jääneestä, epäonnistuneesti toteutetusta sisällöstä Neste Rallin virallisilla internetsivuilla tai sosiaalisen median kanavissa.

21. Vastaa seuraaviin väittämiin

	5= Täysin samaa mieltä	4= Melko samaa mieltä	3= Ei samaa eikä eri mieltä	2= Melko eri mieltä	1= Täysin eri mieltä	En ole käyttänyt Neste Rallin virallisia nettisivuja
Neste Rallin viralliset nettisivut ovat helppokäyttöiset (www.nesterallyfinland.fi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neste Rallin viralliset nettisivut tarjoavat etsimääni tietoa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Millaista sisältöä toivoisit Neste Rallin virallisille nettisivuille (www.nesterallyfinland.fi) enemmän?

Mainitse 1-3 esimerkkiä

1

2

3

23. Mitä kautta etsit ensisijaisesti tietoa Neste Rallista?

Valitse 1-3 tärkeintä viestintäkanavaa

- ☒ Neste Rallin viralliset kotisivut (www.nesterallyfinland.fi)
- ☐ WRC:n viralliset kotisivut (www.wrc.com)
- ☒ Neste Rallin virallinen Facebook-sivu
- ☐ WRC:n virallinen Facebook-sivu
- ☒ Neste Rallin Twitter-sivut
- ☐ Neste Rallin Instagram-sivut
- ☒ Neste Rallin YouTube-sivut
- ☐ Sanomalehdet
- ☒ Televisio
- ☐ Radio
- ☒ Lajifoorumit
- ☐ Jokin muu, mikä?
- ☒ En etsi Neste Rallista tietoa

24. Seuraatko Rallin MM-sarjaa (FIA World Rally Championship)?

- ☒ Päivittäin
- ☐ 4-6 kertaa viikossa
- ☒ 2-3 kertaa viikossa
- ☐ Viikoittain
- ☒ 1-3 kertaa kuukaudessa
- ☐ Harvemmin kuin kerran kuukaudessa
- ☒ En seuraa Rallin MM-sarjaa

25. Seuraatko Rallin MM-sarjan (FIA World Rally Championship) virallisia sosiaalisen median sivuja?

- ☒ Päivittäin
- ☐ 4-6 kertaa viikossa
- ☒ 2-3 kertaa viikossa
- ☐ Viikoittain
- ☒ 1-2 kertaa kuukaudessa
- ☐ Harvemmin kuin kerran kuukaudessa
- ☒ En seuraa Rallin MM-sarjan sosiaalisen median sivuja

26. Valitse asteikolta, miten tiedonhakusi painottuu asetettujen vaihtoehtojen välillä hakiessasi tietoa Neste Rallista ennen tapahtumaa?

Kysymyksessä asetetaan vastakkain vaihtoehtoiset mediat (sanomalehdet, aikakauslehdet, internetsivut, televisio, radio) suhteessa Neste Rallin sosiaalisen median kanaviin. Vastausasteikon ohjeet: 1= tiedonhakuni on osoitetun vaihtoehtomedian varassa, 3= en suosi kumpaakaan viestintäkanavaa tiedonhaussa, 5= tiedonhakuni on Neste Rallin sosiaalisen median varassa.

	1	2	3	4	5	
Sanomalehdet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Aikakauslehdet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Neste Ralli -internetsivut (www.nesterallyfinland.fi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Televisio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media

27. Valitse asteikolta, miten tiedonhakusi painottuu asetettujen vaihtoehtojen välillä hakiessasi tietoa Neste Rallista tapahtuman jälkeen?

Kysymyksessä asetetaan vastakkain vaihtoehtoiset mediat (sanomalehdet, aikakauslehdet, internetsivut, televisio, radio) suhteessa Neste Rallin sosiaalisen median kanaviin. Vastausasteikon ohjeet: 1= tiedonhakuni on osoitetun vaihtoehtomedian varassa, 3= en suosi kumpaakaan viestintäkanavaa tiedonhaussa, 5= tiedonhakuni on Neste Rallin sosiaalisen median varassa.

	1	2	3	4	5	
Sanomalehdet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Aikakauslehdet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Internetsivut (www.nesterallyfinland.fi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Televisio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neste Rallin sosiaalinen media

28. Yhteystiedot

Etunimi	<input type="text"/>
Sukunimi	<input type="text"/>
Lähiosoite	<input type="text"/>
Postinumero	<input type="text"/>
Postitoimipaikka	<input type="text"/>
Puhelin	<input type="text"/>
Sähköposti	<input type="text"/>